R J Reynolds
Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

February 10, 1997

SENT VIA E-MAIL

Steve MacLeod
Bob Snow
Mark Goodman
Tim Gillespie
Rich Mittica
Rory O'Rourke ✓

RE: **Doral Cigarette/Tobacco Store Promotional Display**

Attached you will find information and illustrations for a new Cigarette/Tobacco Store promotional display. This unit provides an on-going off shelf home for Doral, bringing attention to in-store promotional activity.

Every effort should be made to utilize this display in as many of the Region's Cigarette/Tobacco Stores to build Doral's presence.

Please ensure you submit the number of these displays you will need for the Region to me on or before 3/10/97.

Call if you have any questions.

Don

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